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Farm Broadcasters Letter

United States Department of Agriculture Office of Public Affairs Radio-TV Division Washington, D.C. 20250 (202) 720-4330

Letter No. 2562

June 12, 1992

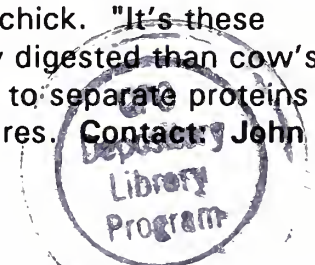
NEW EXTENSION PROJECTS -- USDA's Extension Service is establishing education and assistance projects on 29 Indian Reservations and tribal lands in 21 states. The \$1.5 million program will provide education and technical assistance to Native American communities through programs in agriculture, horticulture, 4-H and youth leadership, nutrition and health. **Contact:** Hollis Hall (202) 720-6506.

USDA LIMITS CUTTING IN NATIONAL FORESTS -- USDA has proposed limiting clear-cutting on national forests lands. "The new policy will limit clearcutting to areas where it is essential to meet forest plan objectives, such as establishing habitat for endangered species of wildlife," says F. Dale Robertson, chief of USDA's Forest Service. Robertson says the proposal is part of a more ecological approach to management of USDA's 191-million-acre national forest system. Clearcutting is a harvest method in which all trees are removed at the same time from a site. **Contact:** Andy Fisher (202) 205-1055.

HORTICULTURAL PRODUCTS -- Exports of U.S. horticultural products in March were \$538.8 million, up 23 percent from a year ago, USDA Foreign Agricultural Service experts say. All commodity groupings contributed to the improved March export showing, with the exception of dried fruit. Commodities registering the largest increases were: oranges, rebounding from the impact of last year's low production, up 157 percent to \$37 million; fresh tomatoes, up 73 percent to \$19 million; and apples, up 71 percent to \$29 million. During the first six months of fiscal year 1992, the total value of U.S. horticultural exports was \$3.1 billion -- 16 percent more than the same period last year. **Contact:** Mark Thompson (202) 720-6877.

MAKING COW'S MILK MORE HUMAN -- Cow's milk can be made more like human breast milk in a new process being patented by a USDA scientist. John Woychik, a USDA chemist, says the new process makes cow's milk easily digested by infants without causing an allergy linked to milk protein. "Cow's milk and human breast milk differ significantly in protein concentration and composition," says Woychick. "It's these differences that make human milk more nutritious and more easily digested than cow's milk." In the new process, cow's milk is cooled and microfiltered to separate proteins in one continuous step, in contrast to costly separate batch procedures. **Contact:** John Woychik (215) 233-6483.

FARM LABOR -- During the week of April 12 - 18, there were 2.87 million people working on the nation's farms and ranches -- down from 2.94 million a year ago. Farm operators paid their hired workers an average wage of \$6.05 per hour -- 24 cents more than they were paid a year ago. **Contact:** Tom Kurtz (202) 690-3228.



FARM POPULATION DECLINES -- About 4.6 million people, or 1.9 percent of the total U.S. population, lived on farms in 1990, says **Daniel Sumner**, USDA assistant secretary for economics. "Changes over the 1980s show a continuation of the decline in the farm resident population over many decades," Sumner says. "However, the 24.1 percent decline in the 1980's was somewhat less than the rate of decrease in the 1970s." The farm population consists of people living on farms in rural areas; it does not include the relatively few farms in urban areas. Source: **Residents of Farms and Rural Areas: 1990**. Contact: **Laarni Dacquel** (202) 219-0534 or **Donald Dahmann** (301) 763-5592.

SCIENTISTS IN HALL OF FAME -- USDA's Agricultural Research Service, the chief research agency of USDA, has inducted three USDA scientists into their Hall of Fame for 1992. "These scientists have made contributions with major impacts on agriculture in this country and around the globe," says ARS administrator **R. Dean Plowman**. "Their expertise is still sought in the scientific community. Younger scientists would do well to set similar goals in their careers." The three scientists are: entomologist **Raymond C. Bushland** of Kerrville, Texas; poultry geneticist **Lyman B. Crittenden** of East Lansing, Mich.; and corn geneticist **Arnel R. Hallauer** of Ames, Iowa. All are retired from federal service. Contact: **Ben Hardin** (309) 685-4011.

ACCREDITING VETERINARIANS -- USDA has proposed a uniform national program to replace veterinary accreditation at the state level. "National standards would allow accredited veterinarians to perform federal veterinary service in several states," says **Billy G. Johnson**, deputy administrator for veterinary services of USDA's Animal and Plant Health Inspection Service. "The current system requires veterinarians who move, work near state borders, or work in several states to be accredited by each of those states." Contact: **Kendra Pratt** (301) 436-4898.

WATER OUTLOOK DIM FOR WEST -- Water supply conditions remain lower than normal in many Western states, says **William Richards**, chief of USDA's Soil Conservation Service. "Spring runoff began earlier than usual this year as April temperatures melted the already low snowpacks found in most of the western states," Richards says. "It appears that most of the West will be faced with below- to well-below average streamflows. Only the southernmost and northernmost areas of the West are likely to receive average or above-average streamflows." Contact: **Ted Kupelian** (202) 720-5776.

*Editor: Marci Hilt Phone: (202) 720-6445
Fax: (202) 690-2165
Ag NewsFAX (202) 690-3944*

FROM OUR RADIO SERVICE

AGRICULTURE USA #1827 -- On this edition of **Agriculture USA**, **Doug Wakefield** introduces you to seven key players in the international food marketing business. (Weekly reel -- 13-1/2 minute documentary.)

CONSUMER TIME #1309 -- Turkey lovers month; African food crisis; rural household income; summer cooking hazards; report on streamlined meat inspection. (Weekly reel of 2-1/2 to 3 minute consumer features.)

AGRITAPE NEWS & FEATURES #1818 -- USDA News Highlights; wetlands reserve program; pork from Mexico; U.S. tobacco trade; no silver bullets. (Weekly reel of news features.)

NEWS FEATURE FIVE #1524 -- Worm-resistant cattle; biotech bulls; genetic bee barrier; telling bees apart; backing up honeybees. (Weekly reel of research feature stories.)

UPCOMING ON USDA RADIO NEWSLINE -- Mon., June 29, ag prices outlook; Tues., June 30, weekly weather and crop outlook, acreage report, grain stocks, hog and pig numbers, world tobacco situation, world coffee situation; Wed., July 1, farm production spending ('91), horticultural exports. (These are the **USDA** reports we know about in advance. Our Newsline carries many stories every day which are not listed in this lineup. Please don't let the lack of a story listing keep you from calling.)

DIAL THE USDA RADIO NEWSLINES (202) 488-8358 or 8359.

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION NEWS SERVICE

FEATURES -- **Pat O'Leary** reports on the western water supply and **Lynn Wyvill** reports on the poultry and livestock outlook and on egg safety.

ACTUALITIES -- Secretary of Agriculture **Edward Madigan** on international trade; USDA meteorologist **Norton Strommen** on the latest weather and crop developments and USDA Food Safety and Inspection Service administrator **Russell Cross** on streamlining poultry inspection.

UPCOMING FEATURES -- **DeBoria Janifer** reports on the feed outlook; **Pat O'Leary** reports on the cotton outlook and farm income and **Lynn Wyvill** reports on a program to help farmers with disabilities continue farming.

EVERY OTHER WEEK -- **Agriculture Update**, five minutes of USDA farm program information in "news desk" format with B-roll.

Available on Satellite Galaxy 6, channel 23, audio 6.2 or 6.8, downlink frequency 4160 MHz.: Thursdays from 7:30 - 7:45 p.m., EDT, Saturdays from 10 - 10:45 a.m., EDT, and Mondays from 8 - 8:45 a.m., EDT.

OFFMIKE

THE PHONE SYSTEM...in Russia squelched plans to send daily feeds, says **Owen Davis** (Michigan Farm Radio Network, Lansing). Owen's partner **Patrick Driscoll** was a member of a two-week information tour last month hosted by the Michigan Department of Agriculture that visited Moscow, St. Petersburg, Minsk and the Ukraine. Owen says a Russian phone line became available only once during the tour. Pat said there is little agricultural production near Moscow, and due to transportation and other problems a smaller amount of food was available. Pat returned with a number of programs that were broadcast on the network. Owen also says that Michigan producers tell him about one-quarter of the cherry and grape crops were damaged by late frost. With the large cherry crop of last year the reduced production may not have much effect on prices. The impact on grape prices are unknown at this time.

TOUR...of manufacturing facilities in England, Belgium and Italy was recently completed by **Ken Tanner** (WRAL-TV/Tobacco Radio Network, Raleigh, N.C.). Ken reviewed the Ford New Holland agricultural equipment assembly plants in those countries and interviewed company officials about improving production while maintaining staff at their U.S. plants.

Farm Broadcasters Letter



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Radio-TV Division
U.S. Department of Agriculture
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COTTON MARKET...is reacting to the expected drop in yield from producers in many sections of Texas, says **Larry DeSha** (KGNC, Amarillo, Texas). Excessive wetness has forced some producers to replant, but many can't get into fields due to soggy conditions. Wheat producers are telling Larry their crop looks good, but wetness is delaying harvest and increasing chances of quality problems. Larry also says he likes the new service offered by the National Association of Farm Broadcasters. It provides the USDA radio Newsline and other news feeds daily via satellite.

JUNE IS DAIRY MONTH...and is being observed by **John Everly** (KDTH, Dubuque, Iowa) with a special series of interviews. John visits dairy farms in his region and produces a daily program. The station also plans to broadcast live a series of breakfasts with dairy producers. John says that last year the program generated response from both urban and rural listeners, and helped communicate to city residents the work and life on a farm.

VIC POWELL
Chief, Radio and TV Division